

334/777-3282

Attn: Campbell

51844 7442

MESSAGE CONFIRMATION

DATE:08/27/98 TIME:12:03

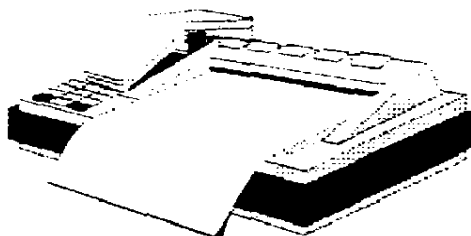
ID:

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
08/27	12:02	01'19"	910 777 3282	G3-S	004	OK

51844 7443

L. E. MACWILLIAMS
R. J. REYNOLDS TOBACCO CO.
(716) 634-9232
FAX (716) 634-3150

SENDING A FAX!!



DATE: 8/27/98

TO: Judy Campbell

NUMBER OF PAGES (INCLUDING COVER PAGE) 4

COMMENTS: Urgent - deliver
immediately

51844 7444

Page 1

Long - Term RecommendationPromotional Planning & Execution
Module (PPEM)

1716-

634-3145

~~3145~~

A Totally Automated System with
ability to address all Promotions:

VAP / DPC / CTS / Supermarket

~~Created by Field Sales Department~~

- * Overview of PPEM Functions:
A Field Sales Database with Links To:
BPE / SMS / EMail

- * Links ~~to perform~~ ^{which automatically} ~~that~~ perform:
BPE - ^{Link/Load} Template ~~to~~ ^{Field Sales} Database
(with review/update capability)

BPE - Link/Load Product Allocations

~~Link~~

BPE - Link for Online Product Order ~~Ability~~
at Roll Level

SMS - Link/Load Display needs for
Automatic Order Placement

EMail - Link for Automatic Generation of
Customer Letters

51844 7445

* Database - Maintained by Field Sales

Includes: D/A SIS # / # Name / Contact / Address / Fax / Email Address / RGR Mgrs / Spec Shipping Instructions / Acct Type (D/I)

* Function Selections

1. Promotion Logistics Input

~~Automatically loaded from work plan by W/S~~

- Roll enters logistical w/plan info specific to this promo from w/plan.

~~formulas are built in~~

2. Link/Load Template from w/s to PEM

- By D/A, by State, by SKU

2.4. Roll Reviews/Adjusts Template

as necessary. Performs 'Reality Check'

3. Link/Load Product Order Board on Template SKUs.

- Shows actual case amounts (e.g. 3.51, 4.01) which will automatically

Page 3

~~round~~ round based on .50 (up or down).

(3A.) Roll Reviews case amounts against SKUs & makes adjustments to ~~SE~~ Templates (Step 2) as necessary.

(4.) Link/Load Product Case Amounts to BPE by Direct Acct.

(4.A.) Review BPE Product Allocations

(5.) Link/Load Product Orders for Roll OnLine Order Placement.

(5.A.) Orders are placed, showing On-Line:
EFT # / Draft Dates / ~~POB~~ Invoice #s /
Delivery Dates / PO #s.

51844 7447

Page 4

6. Link/Load Display (SKU) amounts from ~~to Field Sales~~ PPDM Templates to SMS for automatic ~~SMS~~ Order Placement by D/A.

- SMS # is assigned to each order.

7. Link/Load ~~to~~ D/A Customer Letters ~~to Mail~~ from PPDM Templates.

7.A. ROA Reviews Letters prior to Mailing / Faxing / E-Mailing Tickets to D/A & Field Sales.

8. Promotional Report Menu
Specific Report Needs TBD